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## **President's High Growth Job Training Initiative** *Jobs for the 21<sup>st</sup> Century Career Information Campaign*



**Grant Amount:** \$480,000

**Grantee:** The National Congress of Parents and Teachers Association (National PTA)

**Leveraged Amount:** \$115,000

**Location of Grant Activities:** Nationwide

**Challenge:** The U.S. Department of Labor has determined that there is a major gap between the knowledge of the nature of the jobs that are emerging in the 21<sup>st</sup> century and the current understanding by many parents, teachers, guidance counselors, and young people. A career information outreach effort is needed to increase awareness on the nature of the jobs that are emerging in the 21<sup>st</sup> century, particularly in high growth, high demand occupations.

**Addressing the Challenge:** The Jobs for the 21<sup>st</sup> Century Career Information Campaign will disseminate information about high growth, high demand careers to youth, parents, and teachers. Because parents and teachers are the two most powerful influences in the development of a child's educational and career aspirations, it is important for the Department to provide them up-to-date information on 21<sup>st</sup> century career and job opportunities. Informing parents and teachers about resources available through the public workforce system will help focus young people on their career choices and provide them the tools they need to succeed.

### **Projected Outcomes:**

- Develop communication and promotional materials for distribution and use by over 24,000 schools across the country.
- Disseminate career information to over 6 million parent and teacher members across the nation.
- Create a website, in coordination with [www.careervoyages.gov](http://www.careervoyages.gov), to assist with youth career decisions.
- Promote the use of One-Stop Career Centers by parents, teachers, and youth.
- Develop and distribute a core "PTA Career Information Toolkit" to all local chapters addressing career information in 21<sup>st</sup> Century occupations and resources available through One-Stop Career Centers.



**EMPLOYMENT AND TRAINING ADMINISTRATION**  
UNITED STATES DEPARTMENT OF LABOR

*Non-Sector Specific Demonstration Grant  
Announced on June 24, 2005*